

Paper or Plastic? New Sacks Designed to Solve Bagging Issues

As the cost of plastic and paper grocery sacks increase, many retailers across the region are finding the right solution to reducing front-end costs. Better Bag Marketing, LLC, based in Mt. Laurel, N.J., has made a successful impact and cost savings on this business practice with the introduction of its revolutionary paper sack — the PIP-Sack™. PIP-Sacks™ are lightweight paper sacks/bag liners specifically designed to address the key issues associated with front-end packaging: low item count, double-bagging, and customer satisfaction.

Size Matters

Impacting front-end costs? or customer satisfaction?

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and doesn't infringe on the handles of a plastic bag," says Sal Sotis General Manager of Bunzl – Norristown, a national paper distributor in the region.

PIP-sacks™ measure the same at their perimeter like the most commonly used 1/6-barrel sack, but are shorter and lighter in basis weight so they require less paper to manufacture resulting in lower cost. And the savings comes without adversely affecting customer satisfaction, cubic capacity, or item count. All of these factors help in reducing cost and can help reduce and even eliminate those dreaded complaints.

The PIPsack™ is less expensive for the retailer, easy to carry

cause they have a 23 percent greater capacity," Rocco D'Antonio, president of Better Bag Marketing, LLC. The 1/8-barrel sack also reduces the capacity of plastic when used to address double-bagging. Because the 1/8 is smaller, it reduces the usable capacity of plastic by 23 percent, which can reduce item count and drive up plastic costs. "Using a 1/8-barrel sack in plastic is the equivalent of throwing away 230 plastic sacks from each case," says D'Antonio. As the cost of paper continues to rise, the savings in reducing the amount of bags used can help the front end.

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PIP sacks™ offer substantial savings over 1/8-barrel sacks be-

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EXHIBIT D